

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Attorney Docket No.: 15038US02**

**PATENT**

In the Application of: )  
 )  
Jeyhan Karaoguz, *et al.* )  
 )  
Serial No.: 10/675,466 )  
 )  
Filed: September 30, 2003 )  
 )  
For: DEMAND BROADCAST CHANNELS ) **Electronically Filed On**  
AND CHANNEL PROGRAMMING ) **November 30, 2010.**  
BASED ON USER VIEWING )  
HISTORY, PROFILING, AND )  
REQUESTS )  
 )  
Examiner: CHOWDHURY, SUMAIYA A. )  
 )  
Group Art Unit: 2421 )  
 )  
Confirmation No.: 5576 )

**RESPONSE UNDER 37 C.F.R. §1.111**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office action mailed August 31, 2010, in the above-identified application (the "Application"). The Applicants respectfully request reconsideration of the Application in view of the following remarks.

**Amendments to the Claims** are shown in the listing of claims that begins at page 2 of this paper. **Remarks** begin at page 10 of this paper.